

Simplify

Design Program

29.11.2015

Welcome

Simplify is a company dedicated to finding efficient and intuitive solutions for problems related to team management and education-related issues. Our key values and the main value propositions we make to our clients are: convenience/ usability, reliability, efficiency, performance, affordable prices.

We aim to have a consistent and strong visual brand identity that can be correlated to our future products. The visual style should incorporate these attributes, which we consider a fundamental part of our identity as a company: Intuitive, Modern, Clean and Professional

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1. Logo

Our idea for the “Simplify” logo:



The idea behind the logo:

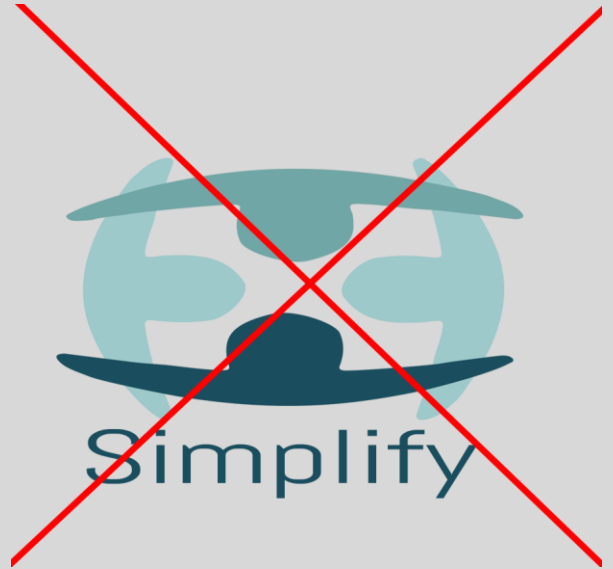
- Four people standing in a group thus the idea of community
- The negative space create a puzzle piece
- The font used is sans serif, always.

Placement

Rules

Avoid:

- Stretching the image



- Applying the logo on a background with insufficient contrast



- Position logo in a area crowded with details
- Usage of low res images of logo
- Keep the logo signature free of holding shapes and use the correct typeface.

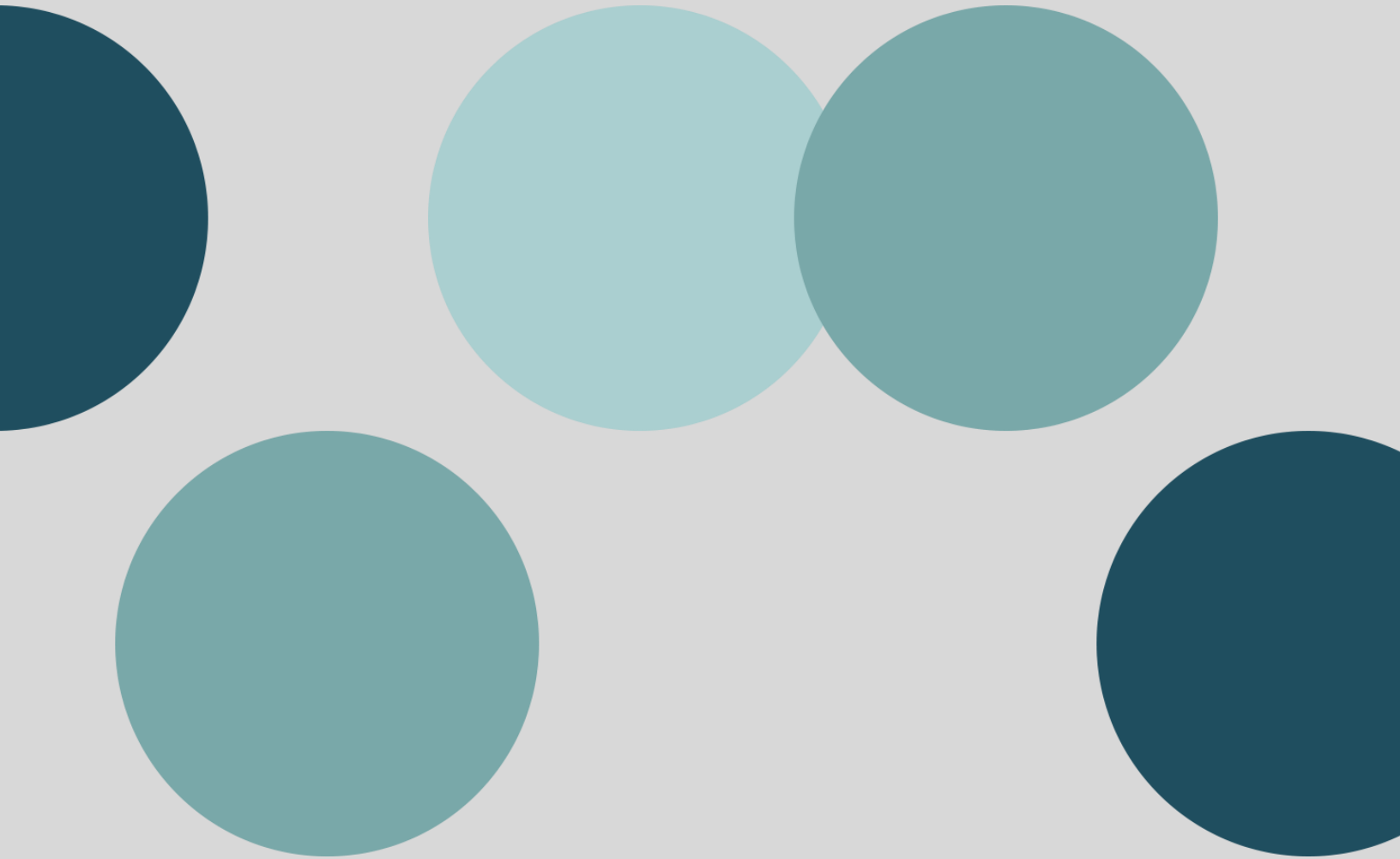
2. Tone of voice

We expect people to enjoy our image and style. Our brand should be very easily recognizable.

One of our objectives is to have our clients and customers interacting with the Simplify website at least once a week (through clean and useful weekly newsletters) and with Simplify products almost every day. The products made by Simplify should become an intrinsic part of our users' lifestyle.

Therefore, the visual elements of our brand identity should not be overpowering, but subtle and expressive at the same time

3. Typography



Kalinga

A 0065	B 0066	C 0067	D 0068	E 0069	F 0070	G 0071
H 0072	I 0073	J 0074	K 0075	L 0076	M 0077	N 0078
O 0079	P 0080	Q 0081	R 0082	S 0083	T 0084	U 0085
V 0086	W 0087	X 0088	Y 0089	Z 0090		

a 0097	b 0098	c 0099	d 0100	e 0101	f 0102	g 0103
h 0104	i 0105	j 0106	k 0107	l 0108	m 0109	n 0110
o 0111	p 0112	q 0113	r 0114	s 0115	t 0116	u 0117
v 0118	w 0119	x 0120	y 0121	z 0122		

0 0048	1 0049	2 0050	3 0051	4 0052	5 0053	6 0054
7 0055	8 0056	9 0057				

Kalinga regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZabcdefghijklmnopqrstuvwxyz

wxyz;,*@/1234567890|8c

Kalinga Light Italic

Kalinga Regular Italic

Kalinga Bold Italic

Kalinga Light

Kalinga Regular

Kalinga Bold

Abc Modern Font

ABC Modern Regular

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnop

qrstuvwxyz;:*&@/

01234567, 9|8c

ABC Modern Light Italic

ABC Modern Regular Italic

ABC Modern Bold Italic

ABC Modern Type Family

ABC Modern Light

ABC Modern Regular

ABC Modern Bold

4. Colors



We think that the color scheme should be a variety of blue with different shades and hues, thus affecting the meaning of the color. Blue stands for reliability, power, calmness and responsibility. It also slings to consciousness and intellect.

- Light blue are often relaxed and calming.
- Bright blues can be refreshing.
- Dark blue are excellent for a company like us where strength, stability and reliability are important.

5. Fifth Element

Circles suggests community, integrity, and perfection. Because they are less common in design they work well to attract attention, provide emphasis, and set things apart.

They offer connection.

6. Icons

When choosing or creating iconography and information graphics, look for styles that are simple, modern, and informative.

